LinkedIn Analytics Guide

In this lesson you will learn
- ★ How to understand your Personal and Company Page Analytics.

Personal Analytics
- ★ Personal analytics can be viewed from your Posts and Activity Tab.
- ★ You can see the number of people who have viewed your posts. This enables you to gauge which content has worked best for you.
- ★ You can view the companies and titles of the people who have viewed your posts.
- ★ If you wish to, you can keep track of your posts and their data in a spreadsheet to capture the data in one place and get a more in-depth insight into what is working. It might be useful to do this if you are a freelancer, for example, and want LinkedIn to work for you in terms of finding clients and work.
- ★ Data to track would include:
    - ○ URL of the post
    - ○ Title of the post (or what it's about)
    - ○ What type of post it is (video, image, text only, document, link)
    - ○ Post Views
    - ○ Engagement stats - likes, comments, shares
- ★ LinkedIn posts tend to stay visible on the platform for as long as two weeks, so it's advisable to track the performance two weeks after you post.

Company Page Analytics
- ★ A company page provides you with comprehensive analytics for your content, updates, followers and employee advocacy. You can also track your performance against your competitors.
- ★ The followers analytics tab shows you the following:
    - ○ How many followers your page has, and whether this number is up or down vs the previous month
    - ○ How many followers you have gained month on month (you can adjust the period of time to view)
    - ○ Who your followers are
    - ○ Where your followers are located (ideal to know if you are a local business needing to attract a local audience)
    - ○ What job function and level of seniority they have (which is useful for understanding if you are attracting your target audience)

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★ The Updates analytics tab provides you with data on how people have engaged with your posts, and therefore which ones have been most popular. You can view them by the following:
  ○ Time range
  ○ Impressions
  ○ Unique impressions
  ○ Clicks
  ○ Reactions
  ○ Comments
  ○ Shares
  ○ Engagement rate

★ It is useful to track impressions and engagement metrics (clicks, reactions, comments, shares and engagement rate) monthly to track which content is performing best for you and to track performance over time as your page grows.

★ On a company page you also have the facility to notify employees when you do a post (which is useful for gaining traction). Your analytics will also tell you which posts you have switched this on for, so you can measure improvement in engagement.

★ The Visitors analytics tab shows information and demographics about visitors who engage with your page, whether they follow you or not. You can filter this data as follows:
  ○ Time range
  ○ Job function
  ○ Location
  ○ Seniority
  ○ Industry
  ○ Company size

★ You can view this data by how people are viewing your page on mobile or desktop.

★ The employee advocacy tab tracks how recommended content is impacting your employee advocacy programme, if you actively use the content suggestions to recommend articles to your employees.

★ If you are managing a company page, we would recommend you track your analytics monthly to understand trends, growth and to get an understanding of which tactics are working.

★ The competitor analytics tab allows you to identify your competitors on Linkedin and benchmark your progress against them.

Key Takeaways

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★ Reviewing your analytics both on a Company Page and/or a Personal Profile gives you a clear picture of what's working well and what isn't for your strategy moving forwards.

★ Track the performance for your personal posts 2 weeks after you posted to ensure you don't miss data.

★ Track the data for a Company Page on a monthly basis and review to see which posts gain the highest engagement. You can also review the professional status of new followers and page visitors to assess whether your posting strategy is working.